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How to Wage a Successful COMEC Campaign

Prepared for the 1995 COMEC Committee
by Jill Burrows, COMEC Keyperson,
Division of Medical Assistance

(Document 1)

Dear COMEC Keyperson:

I would like to extend my personal thanks to you in conducting the 1995 COMEC Campaign.

I am pleased and grateful to have been asked again to serve as this year's Campaign Chairman and am looking forward to working with you in making 1995 just as successful as last year's campaign.

COMEC embodies so much of what is good about state government and which we as public servants, strive to accomplish: providing critical health and human services; protecting the environment; expressing our care and compassion to those who look to us for help.

Last year state employees gave over a million dollars to COMEC. I believe the success of that campaign illustrates just how significant our collective will to do good can be.

As a COMEC Keyperson, you will be instrumental in making this year's campaign a success. To help you get off to a good start, I am enclosing a "How-to Package" which includes a sample letter from your Commissioner; a sample letter to the COMEC representatives who will be so instrumental in helping wage your campaign; a sample brochure to copy and distribute to your agency's employees; a proposed 2-week workplan, and other materials. The "How-to Package", essentially covers all you need to know in order to wage a successful campaign.

Again, thank you. I am deeply grateful to you for your efforts in making this year's campaign a success.

Sincerely,

Charles Baker, Secretary
Executive Office of Administration & Finance

(Sample Letter to Designated Keyperson)

Ms. Mary Jones
COMEC Keyperson
Department of Human Resources
Boston, MA 02111

Dear Ms. Jones,

I am delighted that you have agreed to be our agency's Keyperson for the 1995 Commonwealth of Massachusetts Employees' Campaign. Your energy and enthusiasm will help set the tone for the campaign.

COMEC is a special and important opportunity we have, as state employees, to help those in desperate need. I believe that the Campaign will also foster good morale throughout the agency and promote good-will within our community.

Your leadership in conducting the campaign is very much appreciated. You have the rare gift of being able to inspire your fellow workers and I know you to be an effective and creative leader. Please let me know if there is any way I can help you in promoting the campaign.


Sincerely,

Commissioner

JB:jb

Note: The enclosed "How-To" Package is a compilation of generic materials which can be adapted, as necessary, for your organization.

Any reference to regional events and/or local offices applies to agencies with state-wide offices.



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Contents of the "How To" Package"

- (A) Sample brochure with letter from Commissioner to all employees announcing the 1995 Campaign. (To be copied and distributed to all employees.)
- (B) Letter from the COMEC keyperson to Local Office Directors asking them to identify individuals to work on the campaign and announcing the specifics of the Kick-Off Event for their regional
- (C) Sample COMEC Information Session announcement to be copied and displayed throughout the agency.
- (D) Letter from Agency Keyperson to each L.O. representative thanking them in advance for their support and efforts in promoting the campaign.
- (E) Sample letter from the Commissioner to each employee (2 weeks into the campaign) thanking employees who have already given and asking for donations from those who have not yet contributed.
- (F) Sample letter from the Commissioner to each employee informing them of total campaign contributions and thanking them for their contributions and compassion.

- (G) Sample Letter from the COMEC Keyperson to local office Campaign Representatives thanking them for their efforts on behalf of the COMEC campaign.
- (H) Suggested three-week Campaign Workplan
- (I) 1995 COMEC Campaign Materials (Brochures, Thermometers, Campaign Posters, Frequently Asked Questions, etc.)
- (J) Raffles
- (K) 1995 Awards Criteria

Waging a Successful Campaign

(Sample COMEC Letters, Flyers and other Promotionals)

Sample brochure announcing the 1995 COMEC Campaign. The brochure contains a letter from the Commissioner to all employees.

(Copy and distribute to all employees.)

Sample letter for you to send to Local Office Directors asking them to identify individuals to work on the campaign (Campaign Coordinators) and announcing the specifics of the Kick-Off Event for their region.

(Mail two weeks in advance of the Region's Kick-Off Event)

TO: Local Office Directors (HOW TO - "B")

FROM: Jacky O'Sullivan
Assistant Commissioner for Field & Eligibility Operations

Mary Jones
Director of Human Resources

DATE:

RE: COMEC Region II Kick-Off Meeting

As you know, the Commonwealth of Massachusetts Employees Campaign (COMEC) will begin next week with a meeting for your selected campaign representatives. The meeting will provide training for all campaign representatives in Region II. The agenda will include a film, guest speaker, and distribution of COMEC campaign materials.

The COMEC Region II meeting will be held on *Wednesday, October 5, 1995 from 10:00 a.m. to 12:00 noon* at:

Stoneham College
Faculty Dining Hall
2nd. Floor - Doric Hall
Easton, MA

Your selected representatives will play an important role in the campaign. I ask, therefore, that you allow time for and encourage their attendance at this important meeting.

Please contact Sheryl Henderson in the Department of Human Resources at 727-2869, if you have any questions.

Thank you for your support which is crucial to the success of this campaign.

Sample announcement for a program featuring guest speakers, a COMEC film and refreshments.

The purpose of the event is to allow employees to learn more about COMEC and the agencies providing critical services.

(Copy and display throughout your agency one week in advance of the scheduled program.)

Coming to our office soon . . .

(HOW TO - "C")

COMMONWEALTH

OF

MASSACHUSETTS

EMPLOYEES'

CAMPAIGN

When:

Where:

Time:

> Refreshments > Guest Speaker > Campaign Film

Come join us and learn more about COMEC and the people who benefit from your contribution.

For further information call your COMEC Campaign Representative at:

Sample letter from you to your Campaign Coordinators thanking them in advance for their support and efforts in promoting the campaign.

You should instruct your representatives to call you on Fridays with each week's cumulative totals.

(Mail two weeks in advance of the Campaign Kick-Off Event for each region.)

(HOW TO - "D")

TO: COMEC Representatives

FROM: Mary Jones
COMEC Keyperson

DATE:

RE: **1995 Commonwealth of Massachusetts Employees' Campaign
(COMEC)**

Thank you for contributing your time, energy and enthusiasm to conducting this year's *Commonwealth of Massachusetts Employees' Campaign (COMEC)*.

As a COMEC representative, you will be coordinating the campaign in your office. Your enthusiasm will set the tone for your office. You must be prepared to communicate and promote to your fellow employees the benefits of contributing to the many worthwhile COMEC agencies.

The dollars you collect will help those in need, by funding agencies that provide such vital services as emergency food and shelter, child care for working families, home health care for the elderly and disabled, and alcohol and drug abuse counseling. COMEC is a very special opportunity to improve the lives of millions of people in Massachusetts and around the world .

I hope the attached guidelines will help you coordinate a successful campaign in your office. Please feel free to call me at (617) 348-5999, if you need help or have any questions.

I appreciate your help and enthusiasm and am looking forward to making the 1995 COMEC Campaign the best *ever!*

JB:jb

Sample letter from the
Commissioner thanking
employees who have already
given to COMEC and asking
for donations from those who
have not yet contributed.

(Distribute 2 weeks into the
campaign.)

(HOW TO - "E")

Dear Fellow Employees:

This year's Commonwealth of Massachusetts Employees Campaign (COMEC) will be coming to a close in just a few days. Although the campaign will end, the services our friends and neighbors so desperately need, will not. If you haven't contributed already, I urge you to take a few minutes now to complete your pledge card and return it to the COMEC representative in your office.

COMEC gives each of us the opportunity to help others by funding agencies that provide vital services to those in need, whether it is those suffering from hunger in Somalia or victims of a hurricane in Florida. There are hundreds of deserving agencies listed in your brochure from which to choose. Several new agencies have been added to the COMEC family which are mandated to preserve and protect the environment. You may designate part or all of your gift to one or more agencies of your choice.

Thank you for your continued support for all that COMEC encompasses. Your contribution, however large or small, will help many.

Sincerely,

Commissioner

JB:jb

Sample letter from the Commissioner to each employee informing them of total campaign gifts and thanking them for their contributions and their compassion.

(Mail at end of your COMEC campaign.)

(HOW To - "F")

Dear Fellow Employee:

Your sensitivity and compassion were demonstrated again this year during the Commonwealth of Massachusetts Employees' Campaign (COMEC).

This year's campaign generated over \$. On behalf of all those who can now access critical health and human services, I would like to thank you for your generous support.

Your contributions will help millions of people in need, not only in Massachusetts, but *world-wide*. More than ninety percent of each dollar given will help provide such vital services as emergency food and shelter, daycare, home healthcare for the elderly, counseling for those battling alcohol and drug abuse, and cleaning up the environment.

Again, I thank you for making his year's campaign outstanding.

Sincerely,

Commissioner

JB:jb

Sample letter from you to your local office Campaign Representatives thanking them for their efforts on behalf of the COMEC Campaign.

Include a "hand-written," personalized message to the representatives who waged a particularly fine campaign (i.e. creative, high participation rates, high dollar donations.)

Remember that a campaign representative who feels appreciated this year is more likely to be involved in next year's campaign.

(HOW TO - "G")

Dear James,

Thank you for your help with this year's Commonwealth of Massachusetts Employee's Campaign (COMEC). As a COMEC representative, your dedication and support were critical to the success of the campaign.

This year, our agency contributed a total of \$. Your office had a 100% participation rate and raised close to \$5,000. Thanks to your hard work and commitment, the donations will provide some relief for those in need.

Enclosed please find COMEC "thank-you" posters to display prominently throughout your office. Again, many thanks for your support and contribution to the success of this year's campaign.

Sincerely,

Mary Jones
1995 COMEC Keyperson

JB:jb

Enclosure

*James, you did an outstanding job!
I hope we can count on you for next
year's campaign.*

Suggested three-week Campaign Workplan which, if followed, will be your blueprint for a successful 1995 campaign.

(HOW TO - "H")

COMEC WORK PLAN

(A 3 Week Campaign)

- Ask the Commissioner for his/her support. Present Commissioner with a campaign overview.
- Set up a Campaign Committee of dedicated, creative, and effective fellow employees.
- Decide on a Campaign theme.
- Organize raffles and other events surrounding selected theme.
- Set up a mechanism for recording campaign contributions (such as a Lotus report).
- Send memo to Local Office Directors and Central Office Unit Heads requesting campaign representatives. (Two individuals per office/unit)
- Pick up pledge cards, brochures, and posters from your local United Way Office or make arrangements for delivery through your Agency's Loan Executive in the COMEC Campaign Office.
- Prepare materials for each office/unit (to be distributed at Regional Kick-off Events.)
- Set up a series of Kick-Off Events with solicitor training in each Region.
- Hold a series of information sessions with employees to preview the campaign film.

- Have all campaign solicitors call in their weekly cumulative totals each Friday before noon. (If they don't call you, call them.)
- Send out reminder memos, brochures, information sheets to employees as necessary.
- Set up additional meetings with employees to show films, introduce guest speakers.
- Provide local office support (Particularly for offices not doing well).
- Enclose solicitation letters with paychecks.
- Compile preliminary statistics.
- Collect and inspect all returned pledge cards. Inspect each campaign envelope per unit/office double checking all recorded figures. Keep all envelopes containing money in a *secure* place.
- Distribute payroll deduction copies to the Payroll Department.
- Compile final statistics.
- Report campaign totals and return final pledge envelopes to your Regional United Way Office.
- Another Successful Campaign Ends.

(I)

Your 1995 COMEC Campaign Materials

- > Post the thermometer posters in prominent places throughout your agency. Use the posters to record the progress of your COMEC campaign.
- > Distribute campaign posters, COMEC brochures and other materials at each region's Kick-Off Event.

Many COMEC campaigns have successfully used Drawings to generate employee interest and involvement, as well as COMEC dollars.

Please read the following guidelines carefully and then *be creative!*

(J)

DRAWINGS (Policy Statement)

A Drawing for items donated by state employees or state agencies is one way to encourage greater participation in COMEC campaign. To be eligible for the drawings, an employee need only complete a COMEC pledge card.

It is important that all employees are aware that no employee is required to contribute any dollar amount in order to participate in the drawing. To enhance participation, the number of opportunities to participate would increase with the size of the contribution/pledge.

Donated items should be of "nominal" value, i.e., have a market value of less than \$50.00.

In no event should donated items be solicited from private companies or vendors.

Measuring success. . .

After you have waged a successful campaign, you may be eligible for a special COMEC award based on the following criteria.

COMMONWEALTH of MASSACHUSETTS
EMPLOYEES CAMPAIGN**Criteria for Awards**

The Commonwealth of Massachusetts Employees Campaign (COMEC) Agencies are honored for outstanding campaign results based on the achievement of various percentages of an individual agency's Minimum Fair Share Potential. The Minimum Fair Share Potential is calculated by multiplying 70 percent of the average hourly wage by 12 and then by the number of employees in the agency.

$$\begin{array}{rcccl} \$ & & X & & = \\ \hline 70\% \text{ of Average Hourly Wage*} & & \text{Total Number} & & \text{Minimum Fair Share} \\ \text{x 12 Months} & & \text{of Employees} & & \text{Potential} \end{array}$$

The percentages listed below indicate the level of Minimum Fair Share Potential that must be attained for award qualification.

	AGENCY SIZE					
	(1-25)	(26-50)	(51-100)	(101-500)	(501-2000)	(2001-+)

THE COMMONWEALTH AWARD

<i>earned</i>	95%	90%	85%	70%	45%	40%
<i>(plaque)</i>						

SPIRIT OF '76 AWARD

<i>earned</i>	75%	70%	65%	60%	40%	35%
<i>(certificate)</i>						

COMMENDATION AWARD

Any size agency will receive the Commendation Award when the employee potential achieved last year, as indicated in Column "A", increases to that percentage shown in Column "B".

<i>earned</i>	COLUMN A	COLUMN B	COLUMN A	COLUMN B
<i>(certificate)</i>	0	17	10	25
	1	18	11	26
	2	19	12	27
	3	19	13	28
	4	20	14	29
	5	21	15	29
	6	22	16	30
	7	23	17	31
	8	24	18	32
	9	24	19	33

*The average yearly state salary is \$30,000.

(Continued . . .)

COLUMN A	COLUMN B	COLUMN A	COLUMN B
20	34	45	54
21	34	46	55
22	35	47	56
23	36	48	57
24	37	49	58
25	38	50	59
26	39	51	59
27	39	52	60
28	40	53	61
29	41	54	62
30	42	55	63
31	43	56	63
32	44	57	64
33	44	58	65
34	45	59	66
35	46	60	67
36	47	61	68
37	48	62	68
38	49	63	69
39	49	64	70
40	50	65	71
41	51	66	72
42	52	67	73
43	53	68	73
44	54	69	74

Special **CHAIRPERSON'S AWARD**
Plaque

This award will be presented to the participating agency with the most significant achievement based on the following:

1. Increase in participation.
2. Increase in employee potential.
3. Increase in total giving.
4. Innovative Ideas.

Nominations for this award will be made by the COMEC Coordinator Awards Committee, with final approval of the Chair.

This award will not necessarily be presented yearly and will not exceed three (3) such awards within any campaign period.

As a COMEC
Representative, you are
never *alone!*

If you need help with your campaign,
or require additional materials, your
COMEC Coordinator is

_____ who can
be reached at (617) 727-1119.

The COMEC Campaign Office is in
Room 307 at One Ashburton Place,
Boston, MA 02108.

Good luck with your campaign!

